

HOW DOES



MAKE MONEY?

ADNAN MEMON

My blog

<https://KnowledgeToHumanity.blogspot.com>

My YouTube Channel

<https://YouTube.com/KnowledgeEpicentre>
(Knowledge Epicentre)

My other Articles

<https://knowledgetohumanity.blogspot.com/p/blog-page.html> (Online reading)

<https://knowledgetohumanity.blogspot.com/2017/03/my-all-articles.html>

(Google drive uploaded)

My Android App

<http://bit.ly/2GFhv1W>

How Google Earns?

Google the other name of internet, first page of internet, home of internet, epicentre of internet or guide to internet is a money making machine.

It earns billions of dollars every day, most of which is earned just by serving ads.

Here in this article we will be seeing services provided by Google as starting portion and later on move towards how it earns through advertising and many other sources.

“Google is not just a search business. It provides maps, cloud computing, email services and a social network. **These services are expensive to run but help to draw more users in, build a trusted brand, and gather more vital data about users.**”

Google founded by Lary Page and Sergey Bin in 1988 is most visited website on internet.

Google has chain of products apart from its core search engine.

Google offers **Gmail**, and the newer variant 'Inbox', for email.

Google Calendar for time-management and scheduling.

Google Maps and **Google Earth** for mapping, navigation and satellite Imagery.

Google Drive for cloud storage. **Google Docs, Sheets and Slides** for productivity.

Google Photos for photo storage and sharing, and **SnapSeed** for photo editing.

Google Keep for note-taking.

Google Translate for language translation.

YouTube, YouTube kids, YouTube red, YT music for video viewing and sharing.

Google+, Allo, Duo and Hangouts for social interaction.

Google blog making platform called **Blogger**.

Google has developed its own web browser called **Google Chrome**.

It has developed the **Android** mobile operating system as well as its **smart watch, television, variants**.

It also has developed **Chrome OS**, an operating system based on Chrome for its **Chromebooks**.

Coming to hardware side

Google released android phones under the brand name **Nexus**. It spawned a number of phones and tablets under the "Nexus" branding until its eventual discontinuation in 2016, replaced by a new brand called, **Pixel**.

Google introduced the **Chrome-cast** dongle that allows users to stream content from their smart phones to televisions

Google developed **Google Cardboard**, a simple cardboard viewer that lets user place their Smartphone in a special front compartment to view virtual reality (VR) media.

Google home an Amazon Echo-like voice assistant placed in the house that can answer voice queries, play music, find information from apps (calendar, weather etc.),and control third-party smart home appliances (users can tell it to turn on the lights, For example)

How Google search works?

Every search engine has its own algorithm; the algorithm which makes Google so unique is called “Page Rank”.

Page ranks algorithm shows relevant search results by taking into account how many other pages link to given web pages and based on this it gives most relevant results at top.

The idea is that, if lots of websites think that a webpage is interesting then probably it is the one you are looking for.

It is called page rank not because it ranks page but because it was invented by Larry Page.

Coming back to Google's revenue, majority of its income comes from advertisement.

Advertisers are increasingly turning to the Internet to market their products and services.

Google Ad-Words, Google's auction-based advertising program, enables advertisers to deliver relevant ads targeted to search queries or web content to potential customers across Google sites and through the Google Network, which consists of content owners and websites.

Google's proprietary technology automatically matches ads to the content of the page on which they appear and advertisers pay Google either when a user clicks on one of its ads or based on the number of times their ads appear on the Google Network.

Ad-words program lets advertisers bet for ads and Ad-sense lets member sites display such ads.

Google distribute its advertisers' Ad-Words ads to display on the Google Network through its Ad-Sense program.

It shares most of the revenue generated from ads shown on a site of a Google Network member with that member.

Google is an advertising company and its biggest product is you, the user.

The company controls almost 90 per cent of the search market in the UK, and almost 96 per cent of Google's revenue still comes from advertising.

Every day the site returns 1 billion search results globally and serves up billions of ads alongside.

The secret behind this is scale of operation.

The main product is its huge pool of users and extensive data about how they behave online.

This data is used to match companies with potential customers, serving up ads that users are more likely to want to click.

Your online habits from YouTube, search and Gmail are all used to profile your behaviour. On top of this, Google follows your surfing habits through its Analytics and AdSense codes, embedded on web pages to track your interests outside of search.

Targeted advertising

Companies use Google AdWords to have their results displayed to specific audiences, thanks to the search engine's advanced algorithms.

AdWords is a cost per click service, so if you do not click a link then Google does not make any money directly from your search. AdWords brings in roughly 70 per cent of the company's advertising revenue.

Google's AdSense allows advertisers to join its network and display ads on its website. A large number of news websites in the world use this service, so when you log on to scan the headlines, Google makes money and learns more about your browsing habits.

Displaying advertising is usually charged at cost per page impression, because the huge volume

of online traffic ads is often sold cheaply at a cost per thousand impressions.

Google is not just a search business. It provides maps, cloud computing and documents, email services and a social network. These services are expensive to run but help to draw more users in, build a trusted brand, and gather more vital data about users.

Google is expected to make \$3.6bn from YouTube this year as traffic continues to grow and more pre-roll video ads are displayed.

But the company is also sharing wealth with users who post popular videos, like PewDePie or Technical Guruji who have millions of subscribers.

Android

Other than this, Google has dominated mobile market by giving away the android OS freely.

Of course its free but Google charges licensing fee for registering devices to let users use its services like play store, Google apps like music books etc. so companies need to get license for there devices apart from freely available android OS.

For developers to publish apps on play store they need to create a Google developer account by paying \$25/₹1600 as a one time fee.

It also gains a share of money from ads displayed in apps of android, a part this money goes to developer also.

When you buy a paid app from play store, Google gets its share from that too.

When you go for in app purchases still Google has a part in it, along with developers.

But in case of chrome it is opposite, Google's browser Chrome holds a 30 per cent market share, allowing the company to generate search queries without having to share revenue, as is the case with Firefox and Safari.

Chrome provides valuable data about browsing habits for the company, and has been described it as an "exceptionally profitable" product.

All of this data collection has left some customers feeling nervous.

But with Google's dominance of the web, it can be hard to escape the company's reach.

Google even collects information of the exact location of users, using Chrome and mobile devices.

Google assure users that it anonymizes any collected IP addresses after nine months, and cookies in search logs after 18 months, saying this "strikes the right balance" for privacy concerns.

This all service are connected to a single Google account created using an email id that too free.

And that's all about Google.

P.S.:- This article is served to you taking many references from trustworthy sources like android authority and many more, along with an inspiration from an answer on Quora.